

## NEW CLAIM

I claim:

- 1 (cancelled)
- 2 (cancelled)
- 3 (cancelled)
- 4 (cancelled)

7/8/03  
Official

5 (new) a method for using a computer to enable an advertiser to pay targeted recipients for their attention to a message, comprising:

- (a) entering into the computer an offer that said recipients will be owed an amount of money if they pay attention to a specified ad message, and if they satisfy a set of at least one target audience characteristics,
- (b) said characteristics stated as a set of offer conditions by said advertiser,
- (c) said amount of money being a specified expected value (EV),
- (d) making said offer accessible to recipients,
- (e) determining acceptance of said offer by a recipient, said acceptance entailing attention to said message,
- (f) said EV being paid via an EV payment bet including a Payoff,
- (g) executing said EV payment bet for said recipient with the probability of said recipient winning set at EV/Payoff,
- (h) if, and only if, said recipient wins said bet, passing the winning result to an inspection process for determining whether said recipient satisfies said offer conditions,
- (i) based on a positive determination by said inspection process, notifying a payment process for providing the Payoff to said recipient,

whereby an advertiser pays a specified amount of money only to qualified, targeted recipients in exchange for their attention to a specified message.